

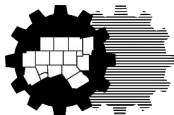


REGIONAL BICYCLE AND PEDESTRIAN SAFETY EDUCATION CAMPAIGN

Ft Worth Pedestrian and Bicycle Advisory Commission

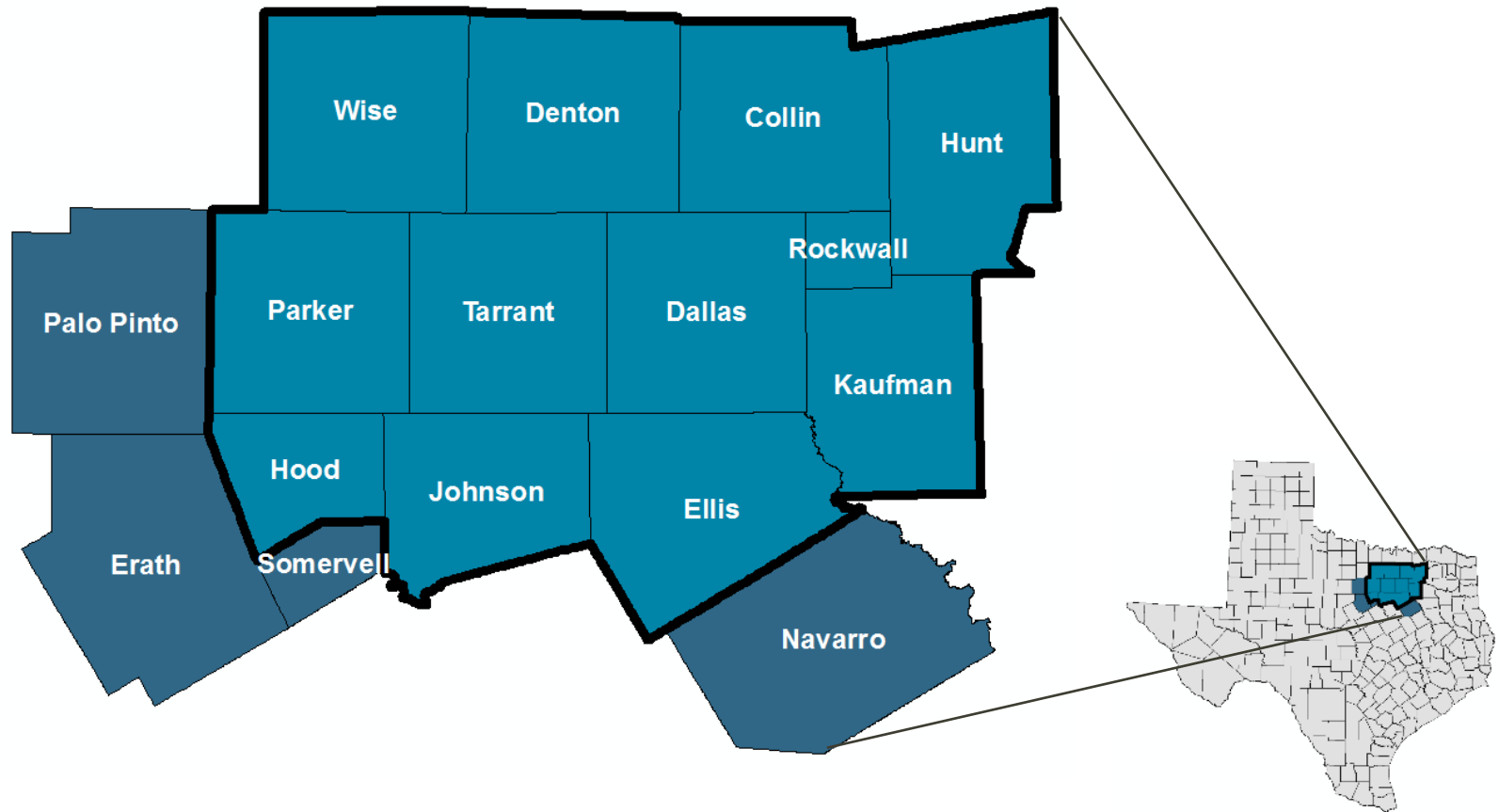
December 17, 2015

Jeremy Williams

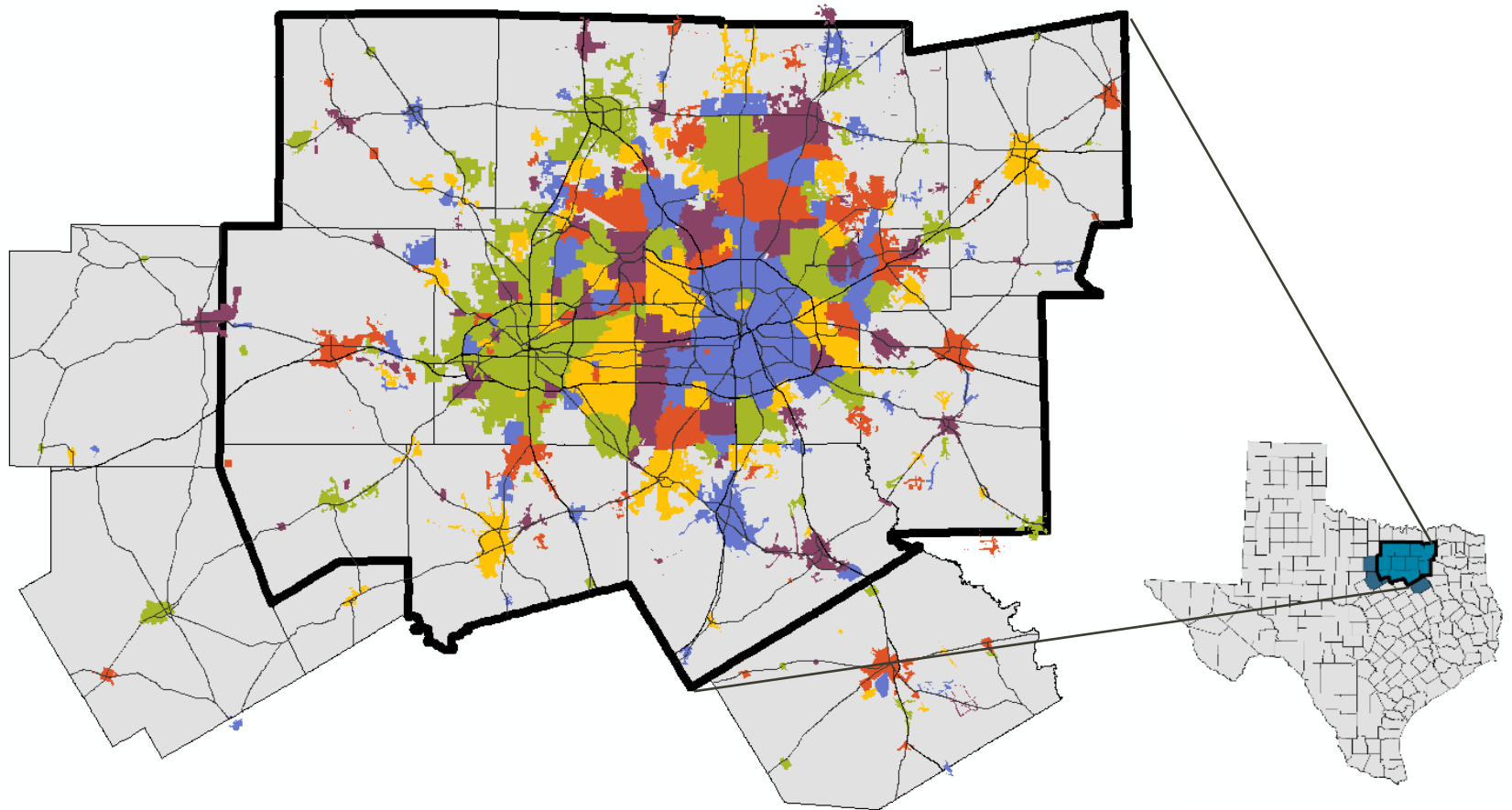


North Central Texas
Council of Governments

North Central Texas Council of Governments (NCTCOG)

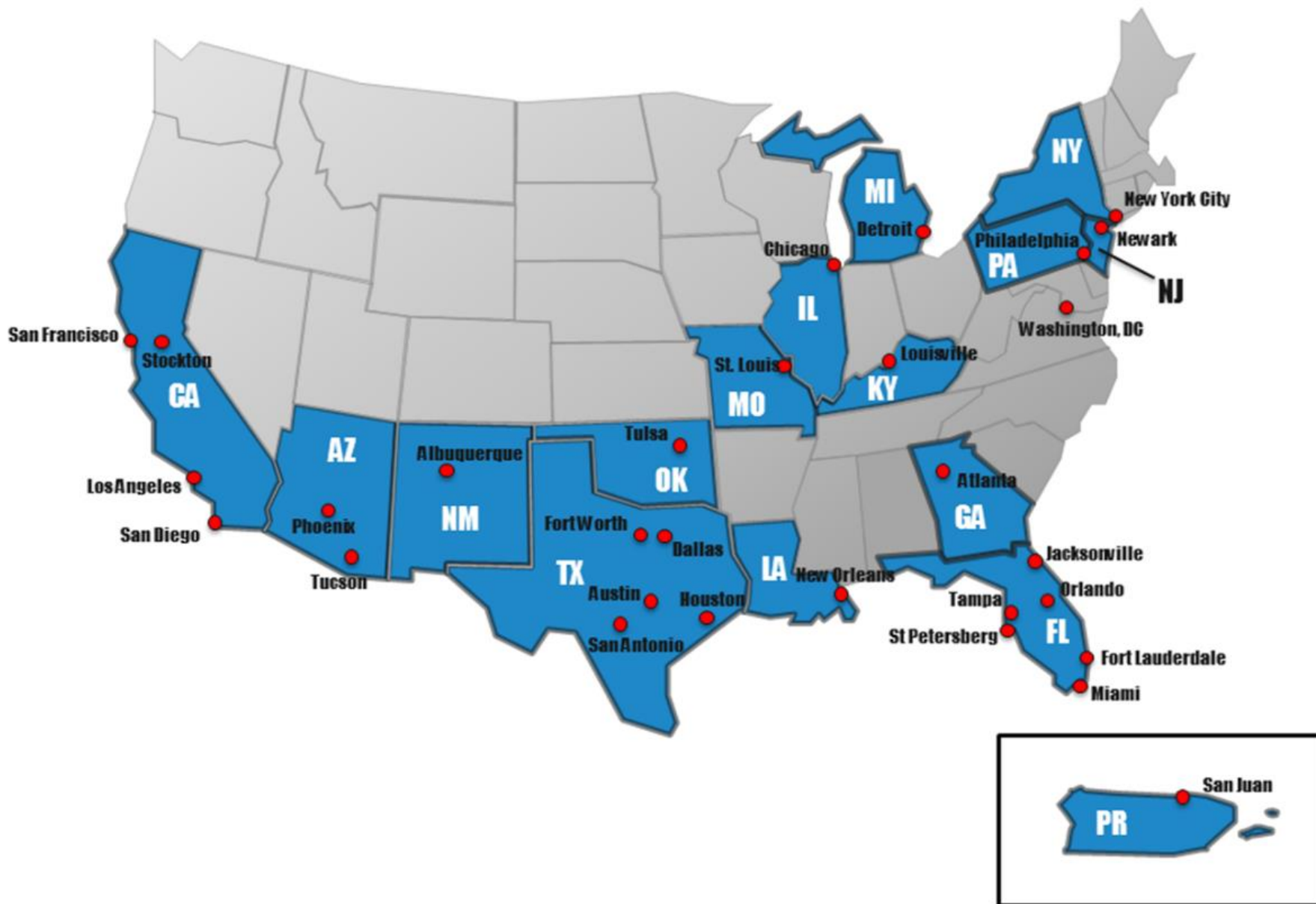


Metropolitan Planning Area (MPA)



Bicycle and Pedestrian Planning at NCTCOG



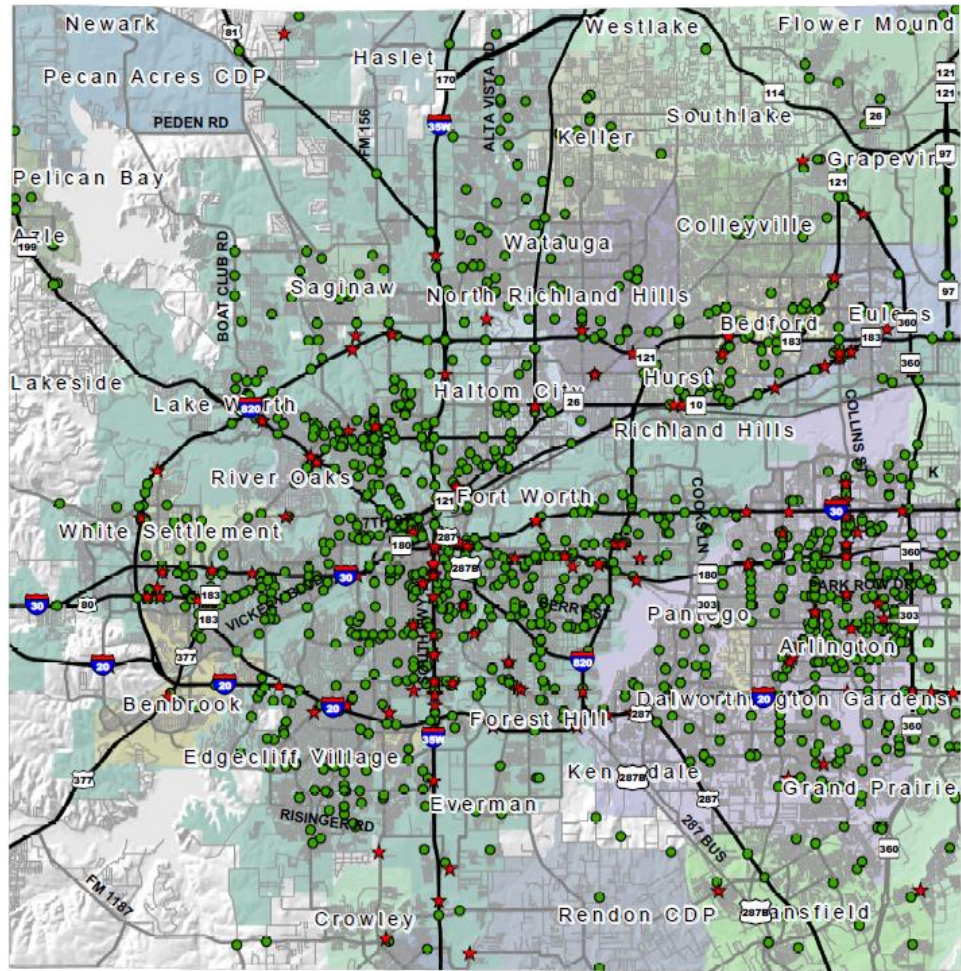
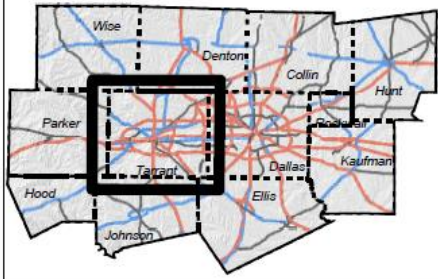
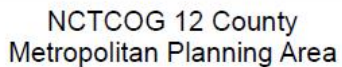
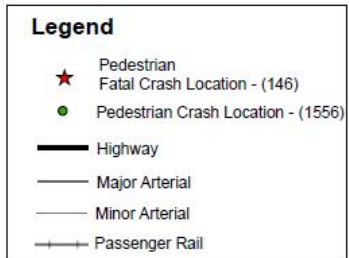


http://safety.fhwa.dot.gov/ped_bike/ped_focus/images/focus_cities_states.png



Tarrant County

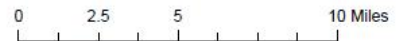
Pedestrian Crash Locations (2010 - 2014)



- 1.) Source: TxDOT's Crash Records Information System - 2014 data is current as of January 2015. All TxDOT disclaimers apply.
- 2.) Data displayed contains reportable crashes with latitude and longitude information. Additional crashes may have occurred.
- 3.) This data is composed of TxDOT "Reportable Crashes" that occurs or originates on a traffic way, results in injury to or death of any person, or damage to the property of any person to the apparent extent of \$1,000.



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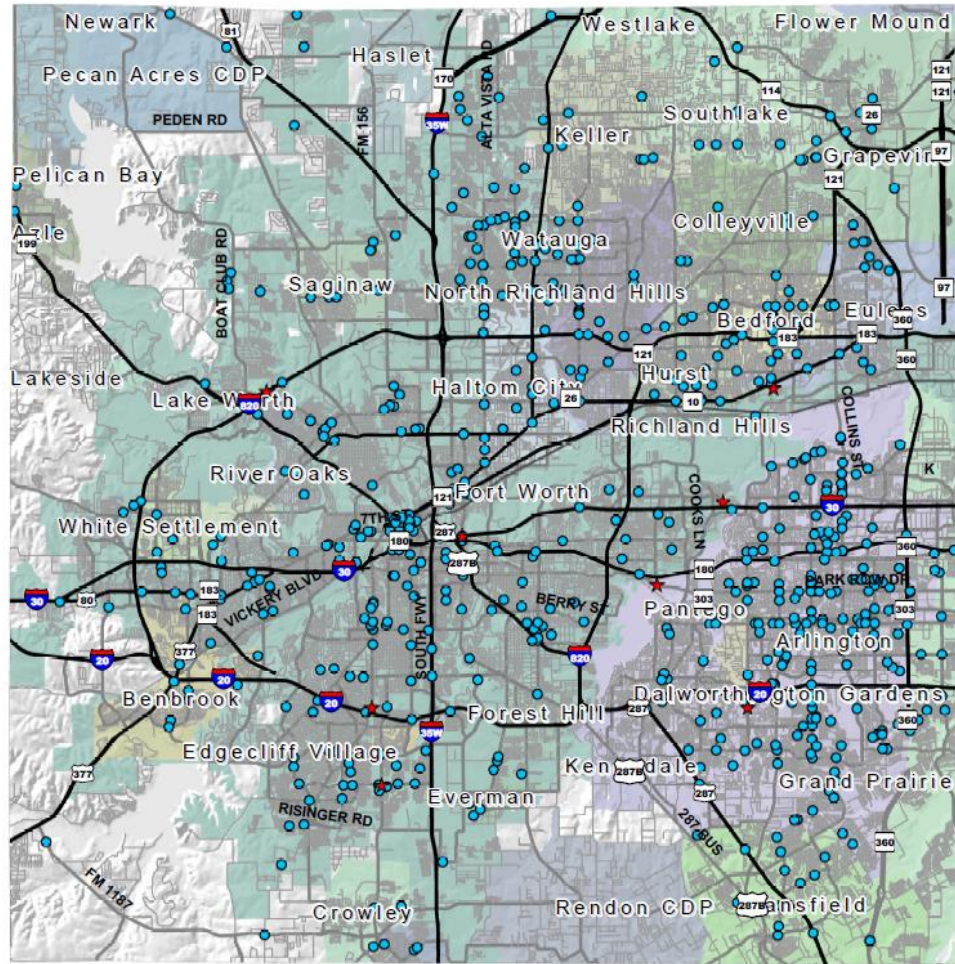
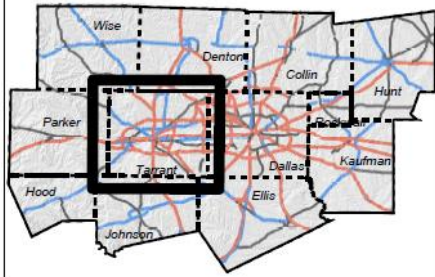
Date: 11/24/2015

Tarrant County Bicycle Crash Locations (2010 - 2014)

Legend

- ★ Bicycle Fatal Crash Location - (9)
- Bicycle Crash Location - (710)
- Highway
- Major Arterial
- Minor Arterial
- Passenger Rail

NCTCOG 12 County Metropolitan Planning Area



- 1.) Source: TxDOT's Crash Records Information System - 2014 data is current as of January 2015. All TxDOT disclaimers apply.
- 2.) Data displayed contains reportable crashes with latitude and longitude information. Additional crashes may have occurred.
- 3.) This data is composed of TxDOT "Reportable Crashes" that occurs or originates on a traffic way, results in injury to or death of any person, or damage to the property of any person to the apparent extent of \$1,000.



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0 2.5 5 10 Miles



Date: 12/9/2015



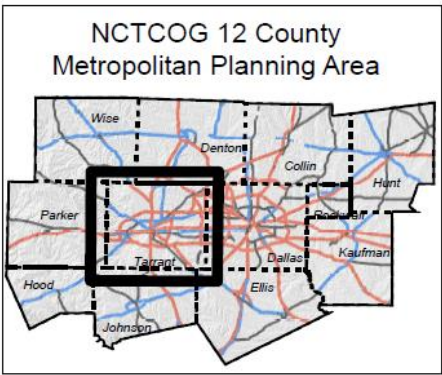
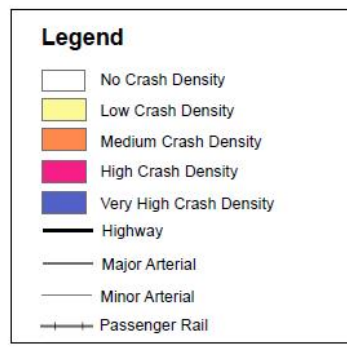
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Tarrant County

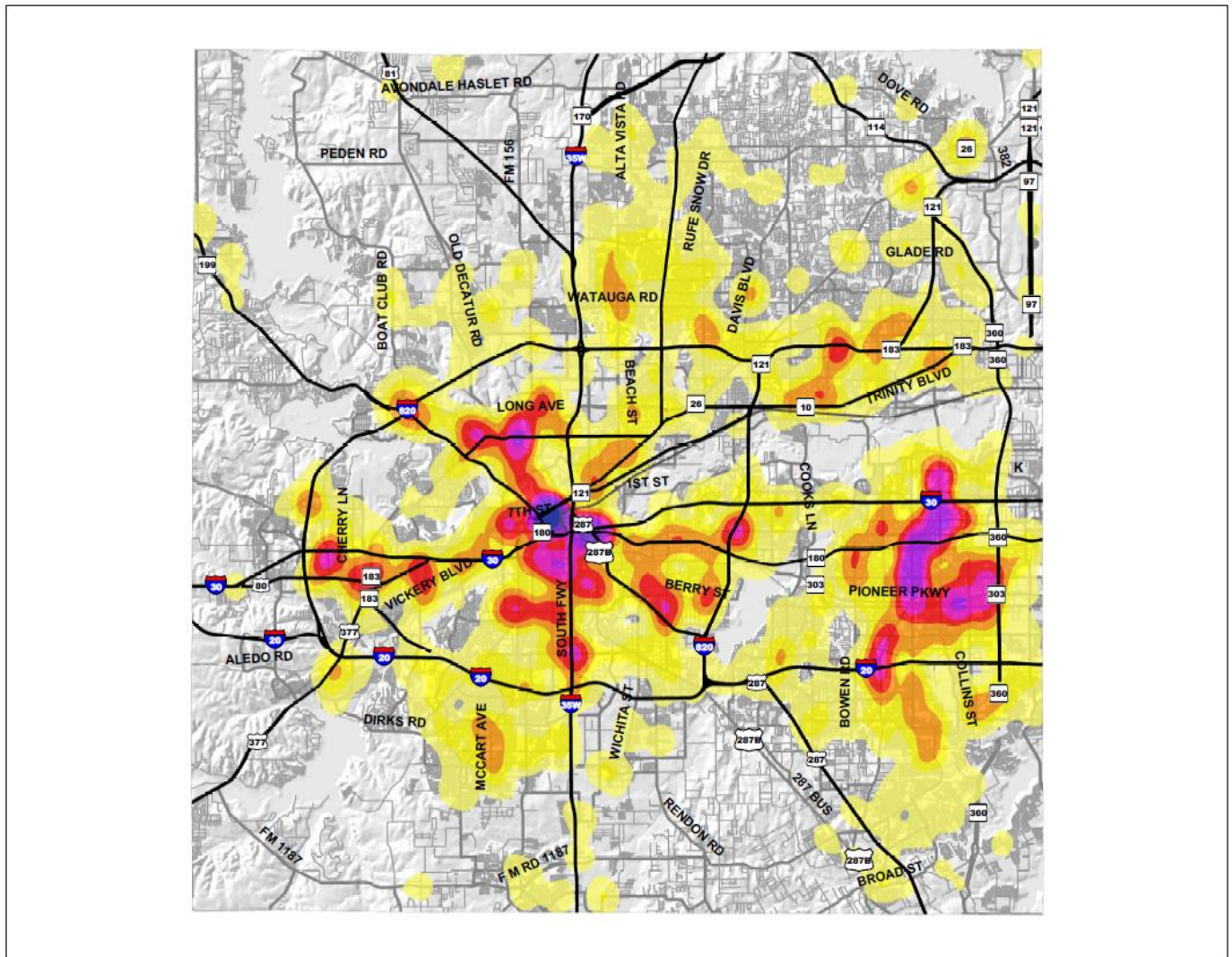
Bicycle and Pedestrian

Crash Locations and Density

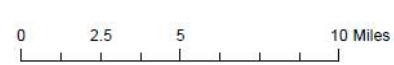
(2010 - 2014)



Note: Density concentration is calculated as a magnitude per unit area from crash point features and is based on each counties geography. Blue symbolizes higher concentration of crashes and yellow displays lower concentrations.



- 1.) Source: TxDOT's Crash Records Information System - 2014 data is current as of January 2015. All TxDOT disclaimers apply.
- 2.) Data displayed contains reportable crashes with latitude and longitude information. Additional crashes may have occurred.
- 3.) This data is composed of TxDOT "Reportable Crashes" that occurs or originates on a traffic way, results in injury to or death of any person, or damage to the property of any person to the apparent extent of \$1,000.



Date: 11/24/2015

Regional Safety Campaign Background



Regional Transportation Council selected project from
TxDOT Transportation Enhancement Grant in 2013

Overall Goal Inform, encourage, and educate people of various ages, races, and backgrounds about the benefits of multi-modal transportation and promote a culture of safety around active transportation in the region. **Total: \$690K**



Audience

**Primary
Messaging**

Bicyclists



Pedestrians



Motorists



**Targeted
Messaging**

School-aged Children



University Students



Hispanic Population





**L O O K O U T
T E X A N S**

**B I K E
W A L K
D R I V E
S A F E L Y**

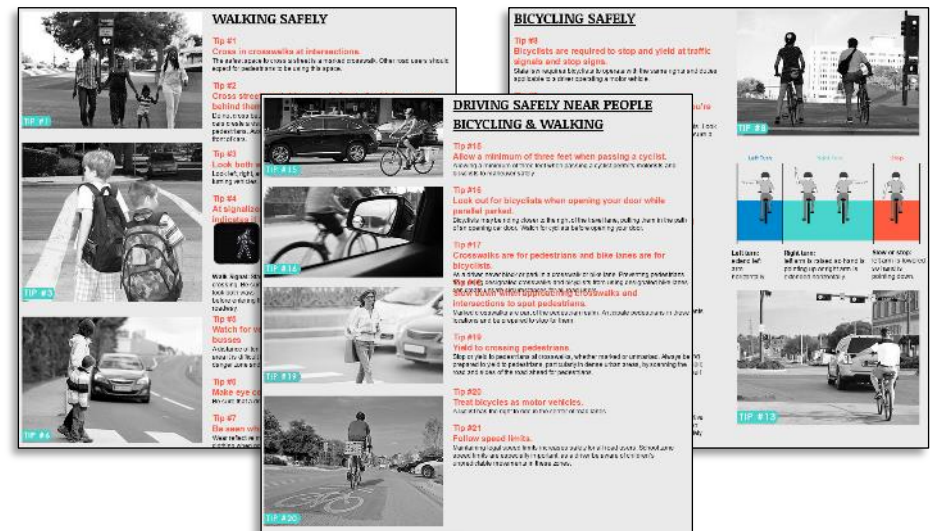


LOOKOUTTEXANS.ORG



Twenty-one Safety Tips

- Seven for motorists
- Seven for pedestrians
- Seven for bicyclists
- Adapted from Safety Outreach Materials



Volunteer Photos

- 28 North Texan Volunteers
- We all share the road with our family, neighbors and friends
- Photoshoots
 - Dallas
 - Denton
 - Fort Worth
 - Plano



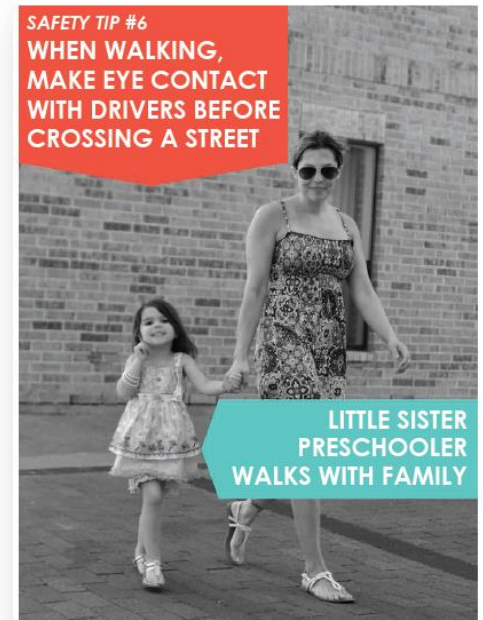
Advertisement Development



Safety
Tip



Volunteer
Photo



ALI & ADRIANE LOOK OUT

Ali and Adriane are North Texans who walk, bike and drive. When walking, they cross at crosswalks and intersections after making eye contact with drivers to ensure they were seen. They never cross between parked vehicles or traffic waiting at a traffic signal. Visit LookOutTexans.org for more safety tips and to learn how we can all bike, walk and drive safely together.

LookOutTexans.org

★
LOOK OUT TEXANS
BIKE WALK DRIVE SAFELY
★



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Community Events

Community Newsletters



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- Safety messages for kids and parents
- Bicycle and pedestrian tips for any age group
- Portraits of real North Texans

NORTH TEXANS MUST LOOK OUT FOR ONE ANOTHER TO BIKE, WALK AND DRIVE SAFELY

Across the Dallas-Fort Worth area, people bike, walk and drive to jobs, schools, grocery stores and other destinations. The Look Out Texans campaign encourages North Texans to watch out for one another and offers specific tips to bike, walk and drive safely together. The campaign also features North Texans, helping bring a greater sense of community and respect to our roads.

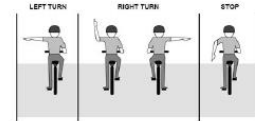
In North Texas between 2010 and 2014, there were more than 8,200 reported bicycle and pedestrian crashes involving motor vehicles that resulted in more than 500 fatalities, according to the Texas Department of Transportation. Local, state and federal transportation partners are focused on improving the safety for all road users through roadway design solutions as well as increasing awareness of how people can bike, walk and drive safely.

For example, people bicycling should follow the same traffic rules as vehicles, ride in the same direction as traffic, always stop at traffic signals and stop signs and use hand signals to notify others of maneuvers like turning, changing lanes and stopping.

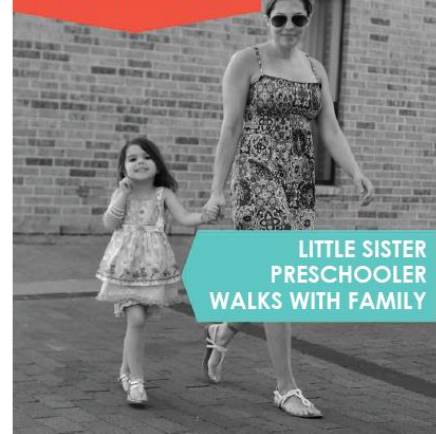
People walking must be alert and visible. Pedestrians should always cross streets at crosswalks and intersections where they can gauge traffic and be visible. Before crossing, eye contact with drivers ensures they are seen. Crossing at unmarked areas, between parked cars or between vehicles stopped at a traffic signal is not safe because motorists may not see pedestrians.

Finally, people driving should allow at least three feet when passing someone on a bicycle. State law allows bicyclists to ride on roadways and use the middle of a lane. Drivers must also look out for people walking, always yielding to crossing pedestrians. Drivers should remember that people walking, bicycling and driving in North Texas are their neighbors and friends.

Understanding how people bicycling, walking and driving should interact together is important to improving safety on area roads and protecting our friends, families and neighbors. To see all 21 safety tips that will be highlighted around the region and learn more about the Look Out Texans campaign, visit www.LookOutTexans.org.



**SAFETY TIP #6
WHEN WALKING,
MAKE EYE CONTACT
WITH DRIVERS BEFORE
CROSSING A STREET**



**LITTLE SISTER
PRESCHOOLER
WALKS WITH FAMILY**

ALI & ADRIANE LOOK OUT

Ali and Adriane are North Texans who walk, bike and drive. When walking, they cross at crosswalks and intersections after making eye contact with drivers to ensure they were seen. **They never cross between parked vehicles or traffic waiting at a traffic signal.** Visit LookOutTexans.org for more safety tips and to learn how we can all bike, walk and drive safely together.

LookOutTexans.org

**★
LOOK OUT
TEXANS**

**BIKE
WALK
DRIVE
SAFELY**



MERCADO BILINGÜE

OCTUBRE 2015

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North Central Texas
Council of Governments

**LOOK OUT
★ TEXANS ★**

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- Safety messages for kids and parents
- Bicycle and pedestrian tips for any age group
- Portraits of real North Texans



LOOK OUT WHEN FALLING BACK
NOV. 1

Daylight saving time ends November 1. North Texans will enjoy the extra hour in the weekend from "falling back," however the time change also means an increased risk of traffic accidents, especially those involving pedestrians.

Our work and social schedules don't change. Evening commutes and activities that used to occur in daylight will now happen in the dark after the time change. With North Texans driving, bicycling and walking to and from work and activities, it is important for us to look out for each other on the road – and especially during dawn, dusk and evening hours when visibility is reduced.

At all times of the day it is important for pedestrians and bicyclists to be alert and visible to drivers, and always anticipate what drivers might do next. People can make themselves more visible to drivers by wearing clothing with bright colors and reflective materials which can be seen by drivers using headlights up to three times farther


away. For bicyclists, state law actually requires the use of a white headlight and red rear light or rear reflector when riding at night.

Dallas and Fort Worth are two of the 35 Pedestrian-Bicycle Safety Focus Cities designated by the Federal Highway Administration due to the high rates of pedestrian and bicycle crash fatalities in the North Texas region. Unfortunately, in the past five years the number of bicycle and pedestrian crashes with vehicles and resulting fatalities have increased. Thus, it is more important than ever for North Texans to look out for one another.

Understanding how people bicycling, walking and driving should interact together is important to improving safety on area roads. We all share the road with our fellow co-workers, neighbors, friends, family and all North Texans. To learn more tips for bicycling, walking and driving safely, visit www.LookOutTexans.org.

Tell us what you are doing to be safe and look out for North Texans! The first 25 readers who publicly post on Twitter or Instagram which of the safety tips they follow most frequently with #LookOutTexans will be contacted to receive a free set of flashing safety lights.

The Look Out Texans education and public outreach campaign was developed by the North Central Texas Council of Governments and funded by the Texas Department of Transportation.



BRIGHT COLORS, REFLECTIVE CLOTHING ARE ALWAYS IN STYLE FOR PEOPLE BICYCLING AND WALKING


Soon, it will be getting dark earlier. When walking at dawn, dusk or in the dark, be visible. Drivers using headlights are able to see bright clothing and reflective materials up to three times farther than non-reflective materials.

Also, be alert by anticipating drivers' movements, and **never assume a driver sees you.**

Visit LookOutTexans.org for more tips to bicycle, walk and drive safely.

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SAFETY TIP #7
BE SEEN WHILE WALKING IN THE DARK



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Dallas' bike czar has many miles to go before she's done

Metro



Rachel Woolf /Staff Photographer

In the year and a half since Ashley Haire hopped on the saddle as the city's bike czar, more than 20 miles of bike facilities have been installed and a more extensive bicycle network is taking shape.

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BIG SISTER NORTH TEXAN BICYCLIST



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SAFETY TIP #20
DRIVERS: TREAT
BIKES LIKE CARS
ON THE STREET.
IT'S THE LAW!



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LOOKOUT
TEXANS
BIKE
WALK
DRIVE
SAFELY

WORLD

DECEMBER 16, 2015


Is Denmark as great as Bernie Sanders says?

HIGHLIGHTS


Danes are happier, don't pay anything for health care and not much for college

But they also pay a lot in taxes, 32 percent on average

Some Danes worry their country may be becoming too much like the United States



SAFETY TIP #1
BE SAFE! USE THE CROSSWALK




Look Left, Right, Left Before You Cross

Never cross a street between parked vehicles or stopped vehicles at a traffic signal.

LookOutTexans.org

LOOKOUT
TEXANS
BIKE
WALK
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VIDEOS



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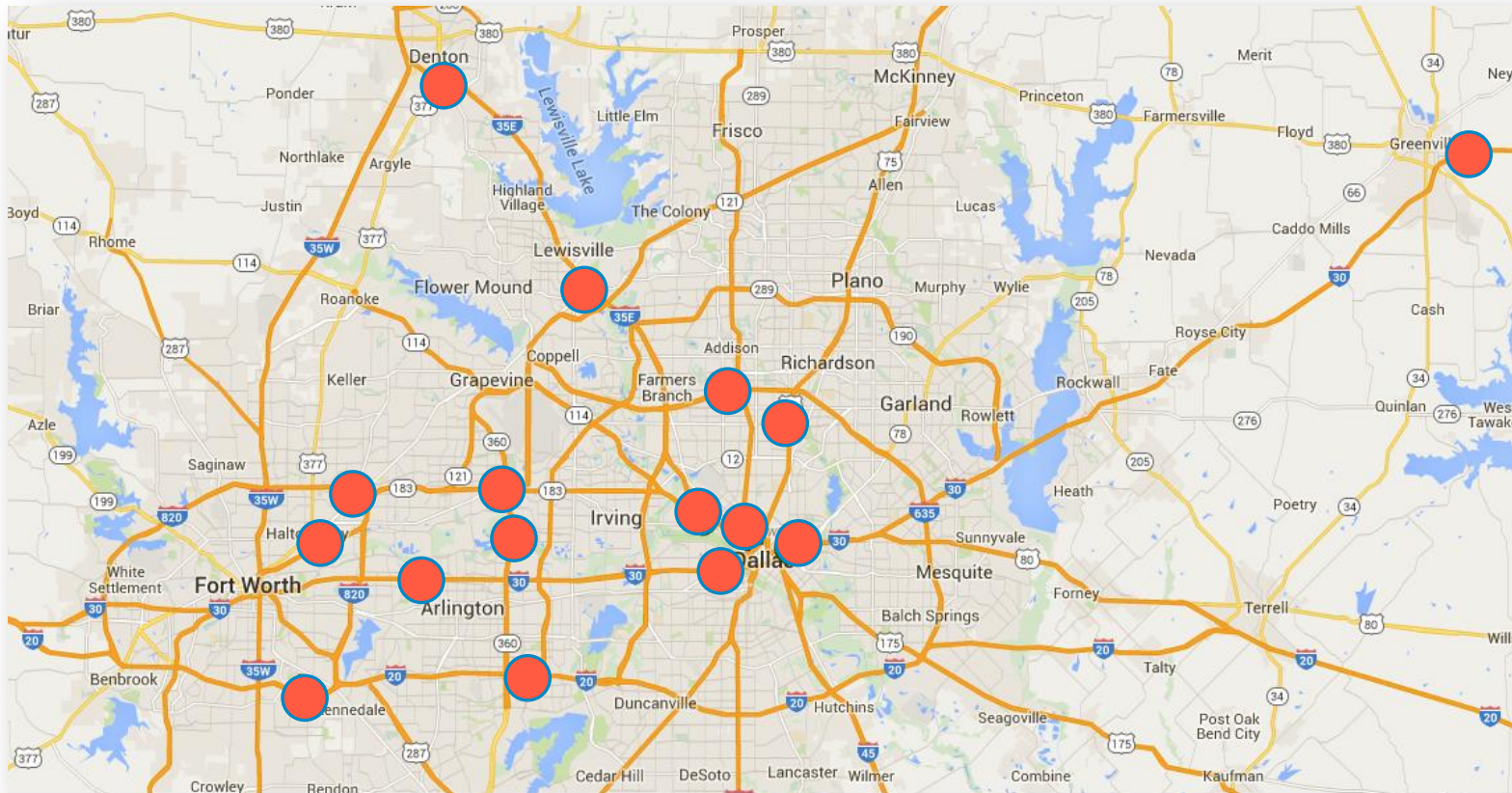
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SAFETY TIPS
NORTH TEXANS' STORIES
VIDEO


LOOK OUT FOR JOHN

LITTLE BROTHER
NORTH TEXAN
BIKES TO SCHOOL






About Us



Safety Tips



School Resources


Look Out Texans

Bike, Walk, Drive Safely


Look Out Texans is an education campaign aimed at increasing safety for all road users in North Texas.


Learn your rights and responsibilities when walking, biking, or driving and encourage your neighbors, friends, and family to do so as well. Together, we can make our streets safer for everyone!

Look Out Texans is a program of the North Central Texas Council of Governments (NCTCOG), Transportation Department and Regional Transportation Council, together serving as the metropolitan planning organization for the 12-county Dallas-Fort Worth area since 1974. The MPO works in cooperation with the region's transportation providers to address the complex transportation needs of the rapidly growing metropolitan area. The campaign is funded by a Texas Department of Transportation transportation enhancement grant awarded through a competitive call for projects.








North Central Texas
Council of Governments

 817-695-9240

 info@LookOutTexans.org

Look Out Texans safety education campaign is brought to you by the North Central Texas Council of Governments with funding from the Texas Department of Transportation.





[#LookOutTexans](#)



LOOK OUT + TEXANS + BIKE WALK DRIVE SAFELY

HOMEC
ABOUT
SAFETY TIPS
NORTH TEXAS STORIES
VIDEO

What does it mean to bike, walk and drive safely?

Safety on and near the roads is more than following the speed limit and looking both ways before crossing a street. While these are two of the most important things to do, there's more to understanding how people driving, walking and riding actually interact together. Following the safety link below will help provide much of as well as our friends, families and neighbors. For additional resources and print materials on bicycle and pedestrian safety, please visit the North Central Texas Council of Governments' [Safety and Education Resources Page](#).



TIP #1

WALKING SAFELY

TIP #1
Cross in crosswalks at intersections.

The safest place to cross a street is a marked crosswalk. Other road users should expect pedestrians to be using this space.

TIP #2
Do not cross between parked vehicles or vehicles waiting at traffic signals.

Parked cars create a built-in barrier that makes it hard for other road users to see crossing pedestrians. Avoid this dangerous situation by locating a safe crosswalk to cross.

TIP #3
Look both ways before crossing a street.

Left, right, left, again to ensure a safe crossing. Be especially aware of turning vehicles.

TIP #4
At signalized intersections, cross safely only when the signal indicates it is safe to do so.


Walk Right: When crossing, look back over your shoulder to ensure no vehicle is approaching from behind.
Watch for vehicles: Stay out of blind spots when around buses.


Ahead of you: Don't cross until the light has turned green. When entering a bus-only lane, wait until the light turns green.


Yield: Vehicles with the "yield" sign must yield.



TIP #5

TIP #5
Use hand signals for what you intend to do when riding.

Use clear, visible hand signals to let others know when you're turning, changing lanes, or stopping.

Signaling your intentions gives drivers notice of your movements. Look over your shoulder and use ground signals before signaling to ensure a safe maneuver.

TIP #6
Be alert.

Be aware of vehicles and predict future movements of drivers and pedestrians. Anticipate turning movements and crossings as closely as usual conditions.

TIP #7
Ride as far to the right as practical. Practical doesn't mean possible.

Do not ride in the gutter: it's often hazardous conditions such as potholes and curbsides. Be sure to leave enough room to avoid passing the planned car with open doors. A cyclist may ride in the middle of the lane if there is less than a 4-foot buffer or if too narrow to pass.



TIP #8

TIP #8
Make eye contact with drivers before crossing streets.

Be sure that all other road users perceive your presence to ensure a safe crossing.

TIP #9
Use reflective materials and bright colors to attract visibility.

Use reflective materials and bright colors to attract attention and increase visibility. Avoid dark clothing under darkness.


 Left turn


 Right turn


 Stop

BICYCLING SAFELY

TIP #1
Bicyclists are required to stop and yield at traffic signals and stop signs.

Bikes are required to operate with the same rights and duties applicable to a driver operating a motor vehicle.

TIP #9
Use hand signals to let others know when you're turning, changing lanes, or stopping.

Signaling your intentions gives drivers notice of your movements. Look over your shoulder and use ground signals before signaling to ensure a safe maneuver.

TIP #10
Be alert.

Be aware of vehicles and predict future movements of drivers and pedestrians. Anticipate turning movements and crossings as closely as usual conditions.

TIP #11
Ride as far to the right as practical. Practical doesn't mean possible.

Do not ride in the gutter: it's often hazardous conditions such as potholes and curbsides. Be sure to leave enough room to avoid passing the planned car with open doors. A cyclist may ride in the middle of the lane if there is less than a 4-foot buffer or if too narrow to pass.

[illegible]

Upcoming Outreach Activities

- ❑ Libraries, Community Centers, Municipal Buildings (Posters, Table Tents, etc.)
- ❑ Coordination with Universities
- ❑ Educational Videos
- ❑ School Kit Development

Teacher Focus Group Representatives

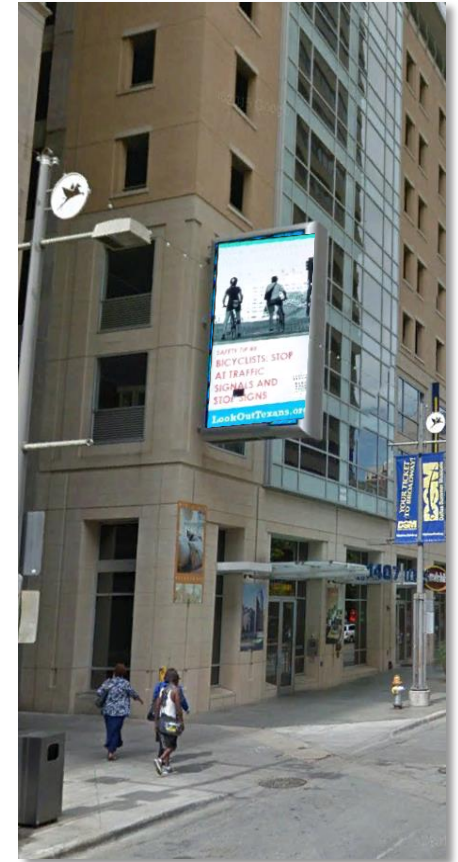
Richardson ISD (2)
Fort Worth ISD (2)
Arlington ISD (2)
Irving ISD (1)
Denton ISD (3)



Expanding Outreach

- ❑ Agency Partnerships
- ❑ ISD Partnerships
- ❑ Community Newsletters
- ❑ E-News
- ❑ Social Media
- ❑ Community Events
- ❑ Other Local Publications /Communications

WE NEED YOUR HELP!



LOOK OUT TEXANS

BIKE WALK DRIVE SAFELY

Jeremy Williams

Transportation Planner

North Central Texas Council of Governments

817.695.9260

jwilliams@nctcog.org



CAMPAIGN IDEAS?

OUTREACH OPPORTUNITIES?

LET ME KNOW!



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